

# POWER IN NATURE

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## **30x30 Power in Nature Coalition Celebrates Deer Creek Beach Protection**

*The Trust for Public Land (TPL) acquired 1,250 acres of beach-front coastal land in Ventura County.*

Dec. 8, 2022, VENTURA – As the State of California works towards the goal to protect 30% of its lands and waters by 2030, the community-driven [Power in Nature Coalition](#) is identifying regional conservation priorities to help meet the 30% target. Today, the coalition announced the permanent protection of the first of those Southland priorities, made possible through The Trust for Public Land's (TPL) acquisition of 1,250 acres in Ventura County to permanently protect Deer Creek Beach.



Deer Creek Beach is important for public coastal access and wildlife habitat. PHOTO CREDIT: JOE SORRENTINO, TPL

Through Governor Newsom's Executive Order [N-82-20](#) and the newly passed [Assembly Bill 2278](#), California's goal to protect 30% of California's natural lands and coastal waters by 2030 (known as "30x30") will require the state to protect six million acres of land and half a million acres of coastal waters over the next seven years. Meeting 30x30 will demand a substantial commitment to acquire, restore, and manage properties. Deer Creek Beach is an early example of how this work is achieved, acre by acre.

The Power in Nature coalition is comprised of regional working groups throughout California including the Southland, San Diego, Central Coast, San Joaquin Valley, Sierra Nevada, and Northwest California. They are made up of community groups, land trusts, Tribal advocates, and conservation organizations who evaluate proposed conservation projects in their regions using the three stated objectives in the California Natural Resources Agency's (CNRA) [Pathways to 30x30 plan](#): biodiversity, climate resilience, and equity. Last summer, the coalition's Southland group identified Deer Creek Beach as one of the region's top priorities toward fulfilling CNRA's 30x30 plan.

#### Protecting Deer Creek Beach:

- Permanently secures 2.1 miles of Ventura County's coast for the public to enjoy.
- Includes more than 1,800 native plants and animals found on the property.
- Builds upon the existing conservation efforts to protect lands within the Santa Monica Mountains National Recreation Area.
- Protects focal species like the Southern California mountain lion and habitats within an important natural lands system allowing essential ecological functions to continue unimpeded.
- Safeguards coastal access for millions of residents and offers public access to this beautiful beach.

"This acquisition completes a huge conservation gap in the Santa Monica Mountains National Recreation Area," said Melanie Schlotterbeck, the Power in Nature coalition's Southland Regional group lead. "Protecting Deer Creek Beach is important not just for the public and coastal access, but also for wildlife like the Southern California sub-species of mountain lion, which is a candidate species for the state's Endangered Species List."

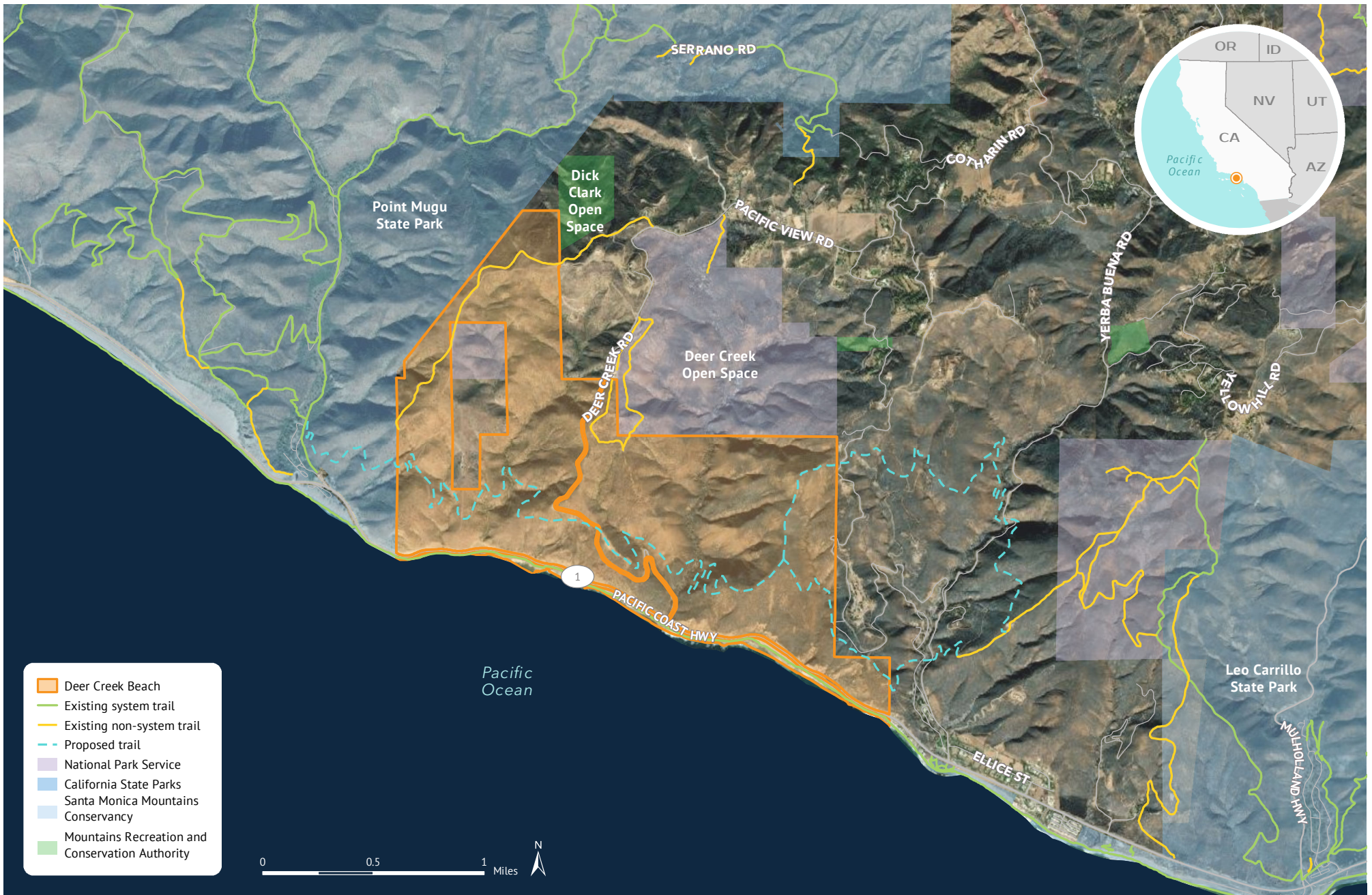


The Deer Creek acquisition was recently featured in the [LA Times](#) highlighting "a growing belief in Southern California that undeveloped land need not be just another commodity for high bidders." PHOTO CREDIT: JOE SORRENTINO, TPL

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*The Power in Nature Coalition is a statewide community-driven initiative that is committed to reaching the goal of protecting 30% of California's land and coastal waters by 2030 (30x30). The California Natural Resources Agency (CNRA) released the Pathways to 30x30 report to provide a framework for California to protect 30% of its land and coastal waters by 2030. Learn more at [PowerInNature.org](https://PowerInNature.org).*





# Deer Creek Beach

SANTA MONICA MOUNTAINS NATIONAL RECREATION AREA, VENTURA COUNTY, CALIFORNIA

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